

Intervention: Media campaigns with interventions

Finding: Sufficient evidence for effectiveness

Potential partners to undertake the intervention:

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|---|---|
| <input checked="" type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor |
| <input type="checkbox"/> Schools or universities | <input checked="" type="checkbox"/> Media |
| <input type="checkbox"/> Healthcare providers | <input checked="" type="checkbox"/> Local public health departments |
| <input type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background on the intervention:

Media campaigns with interventions inform viewers through long-term, high intensity counter-marketing campaigns. Messages are developed through formative research and are broadcast on television and radio, although other formats (such as billboards, print media, and movies) have been used. Campaigns are conducted over long periods of time and employ brief, recurring messages to inform and motivate individuals to quit or remain tobacco-free.

Findings from the systematic reviews:

Media campaigns that are combined with other activities to reduce tobacco use are effective in: (1) reducing consumption of tobacco products; and (2) increasing cessation among tobacco users. Seven studies, which lasted two years or longer, evaluated campaigns to reduce the initiation of tobacco use. They observed a median decrease in tobacco initiation of 8 percentage points compared with groups not exposed to the campaign. Similarly, studies evaluating the effectiveness of mass media campaigns in reducing tobacco consumption in statewide populations (as measured by statewide cigarette sales) found a median decrease of 15 packs per capita per year. Studies reviewed worked with a variety of populations across geographic regions within the United States. Thus, the results of mass media campaigns should be applicable in most settings and populations.

References:

[Guide to Community Preventive Services](http://www.thecommunityguide.org/tobacco/) - www.thecommunityguide.org/tobacco/

Lantz PM, Jacobson PD, Warner KE, Wasserman J, Pollack HA, Berson J, Ahlstrom A. Investing in youth tobacco control: a review of smoking prevention and control strategies. Tobacco Control 2000; 9: 47-63.